

CONTRACT



WITI
9001 North Green Bay Road
Milwaukee, WI 53209-1297
(414)355-6666

<u>Contract / Revision</u> 559869 /		<u>Alt Order #</u> 09765111
<u>Product</u> HOVDE FOR SENATE		
<u>Contract Dates</u> 08/07/12 - 08/13/12		<u>Estimate #</u> 2768
<u>Advertiser</u> Hovde/ R/ Senate		<u>Original Date / Revision</u> 07/09/12 / 07/24/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WITI	<u>Account Executive</u> Trevor Heaton	<u>Sales Office</u> Washington DC
<u>Special Handling</u>		
<u>Demographic</u> Adults 35-64		
<u>IDB#</u> 8380	<u>Advertiser Code</u> 223	<u>Product Code</u> 400
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

National Media Research Planning & Placement
Attention: Tracey Robinson
815 Slaters Lane
Alexandria, VA 22314

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	6	08/07/12	08/13/12	M-F 5a-530a	5a-530a		:30			NM	3	\$1,005.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/07/12	08/13/12	MTWTF--				3	\$335.00			
N 2	6	08/07/12	08/13/12	M-F 530a-6a	530a-6a		:30			NM	3	\$1,245.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/07/12	08/13/12	MTWTF--				3	\$415.00			
N 3	6	08/07/12	08/13/12	M-F 6a-7a	6a-7a		:30			NM	5	\$2,625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/07/12	08/13/12	MTWTF--				5	\$525.00			
N 4	6	08/07/12	08/13/12	M-F 7a-8a	7a-8a		:30			NM	5	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/07/12	08/13/12	MTWTF--				5	\$600.00			
N 5	6	08/07/12	08/13/12	M-F 8a-9a	8a-9a		:30			NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/07/12	08/13/12	MTWTF--				5	\$500.00			
N 6	6	08/11/12	08/11/12	Sa 7a-9a	7a-9a		:30			NM	1	\$315.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/06/12	08/12/12	-----S-				1	\$315.00			
N 7	6	08/07/12	08/13/12	M-F 5p-530p	5p-530p		:30			NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/07/12	08/13/12	MTWTF--				2	\$500.00			
N 8	6	08/07/12	08/13/12	M-F 530p-6p	530p-6p		:30			NM	5	\$2,325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/07/12	08/13/12	MTWTF--				5	\$465.00			
N 9	6	08/07/12	08/13/12	M-F 6p-630p	6p-630p		:30			NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/07/12	08/13/12	MTWTF--				5	\$500.00			
N 10	6	08/12/12	08/12/12	Su 5p News	5-6p		:30			NM	1	\$435.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/06/12	08/12/12	-----S				1	\$435.00			
N 11	6	08/07/12	08/13/12	M-F 630p-7p	630p-7p		:30			NM	5	\$1,850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/07/12	08/13/12	MTWTF--				5	\$370.00			

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



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<u>Advertiser</u> Hovde/ R/ Senate		<u>Original Date / Revision</u> 07/09/12 / 07/24/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Totals Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
N 12	6	08/07/12	08/13/12	M-F 930-10p	930p-10p		:30			NM	3	\$2,940.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/07/12	08/13/12	MTWTF--				3	\$980.00			
N 13	6	08/07/12	08/13/12	M-F 10p-1035p	10p-1035p		:30			NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/07/12	08/13/12	MTWTF--				1	\$1,200.00			
N 14	6	08/11/12	08/11/12	Sa 10p-1035p	10p-1035p		:30			NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-----S-				1	\$650.00			
N 15	6	08/12/12	08/12/12	Su 10p-1035p	10p-1035p		:30			NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-----S				1	\$700.00			
N 16	6	08/12/12	08/12/12	Fox 6 Blitz	1035p-1105p		:30			NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-----S				1	\$700.00			
N 17	6	08/07/12	08/13/12	M-F 1035p-1105p	1035p-1105p		:30			NM	5	\$2,075.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/07/12	08/13/12	MTWTF--				5	\$415.00			
Totals											52	\$27,065.00

Time Period	# of Spots	Gross Amount	Net Amount
07/30/12 - 08/13/12	52	\$27,065.00	\$23,005.25
Totals	52	\$27,065.00	\$23,005.25

Signature: _____ **Date:** _____

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AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE**

☐ **STATE/LOCAL CANDIDATE**

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:	Date:
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I, Jon Ferrell,

being/on behalf of: Hovde for Senate Committee, a legally

qualified candidate of the Republican political

party for the office of: US Senate

in the Wisconsin Primary

election to be held on: August 14, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
See Schedule	See Schedule	See Schedule	See Schedule	See Schedule	See Schedule

Total Charges: \$	
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For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

--

I represent that the payment for the above described broadcast time has been furnished by:

Hovde for Senate Committee

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

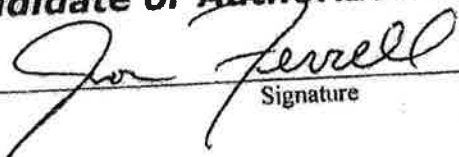
The name of the treasurer of the candidate's authorized committee is:

Craig Engle, Treasurer

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

<u> </u>	<u></u>
Date	Signature

To Be Signed By Station Representative

☐ Accepted

☐ Accepted in Part

☐ Rejected

<u> </u>	<u> </u>	<u> </u>
Signature	Printed Name	Title

AUG-05-2012 22:11

P.01/01

NATIONAL MEDIA RESEARCH, PLANNING & PLACEMENT, LLC
ALEXANDRIA, VA 22314

WITI-TV - WITI-TV

25654

25654
08/03/12

Inv Date	Invoice #	Description	Balance Due	Discount	Net Amount
08-03-12	8312SB2WITI-M	EHFS-EHFS-WSEN 2982	15,661.25		15,661.25
08-03-12	8312SBWITI-M	EHFS-EHFS-WSEN 2768	23,005.25		23,005.25

Check Total: \$38,666.50

SAFEGUARD. 1/110/128 8F0L4 087308114L

ORIGINAL DOCUMENT PRINTED ON CHEMICAL REACTIVE PAPER WITH MICROPRINTED BORDER

NATIONAL MEDIA RESEARCH,
PLANNING & PLACEMENT, LLC
815 SLATERS LANE
ALEXANDRIA, VA 22314

BB&T
Broadcast Banking and Travel Company

VIRGINIA

25654

25654

NUMBER

68-426/514

VOID AFTER NINETY (90) DAYS

PAY EXACTLY*****38,666*DOLLARS*AND*50*CENTS

DATE

AMOUNT

Aug 03, 2012

\$38,666.50

PAY
TO THE
ORDER
OF

WITI-TV
9001 N Green Bay Road
Milwaukee, WI 53209

Jonathan D. Ferrell

110 25654 11 105 1101 250120000 15 209 25550

TOTAL P.01